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Impact of Advertisement on Consumer Behaviour

CASS

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Customers are known to be objective with respect to their buys, needing to amplify their satisfaction with regards to customer products. A buyer will consequently not buy a product whose cost is over the extra satisfaction that he gets from the item. The amount of an item requested, relies upon the satisfaction the customer picks up from spending additional cash on the item. Sound customers will spend on a item till their additions parallel the cost they pay for the item. In this way where $MUP=MCP$ (Sloman and Wride, 2007) Advertising is the mass reputation of an item. It includes making familiarity with an item's uses and advantages to others. Doing this makes an item accessible to those needing them and this fulfills the necessities of the promoter; expanding sales. This paper studies Indian consumers' behavior and how it is influenced by advertisement.

Key Words: Consumer, Advertising, Social Media

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http://heb-nic.in/cass-studies	Quick Response Code:
Received on 20/02/2019 Accepted on 25/02/2019 © HEB All rights reserved	

Introduction

Customers are last end user of items. They keep the generation cycle moving. Customers do assume an imperative part in the financial system of any country, therefore, any country will confront emergency if customers don't have the compelling interest for item produced. Customers request diverse items in view of their choice and preference for them. Awareness of item impacts, buyers buy that item. Different components that impact one's choice and preference for an item are psychological and environmental. Choice and preference for an item change additional time.

Relatively every one experiences rise on the planet which is overflowed with the broad communications e.g. TV, promoting, films, recordings, bulletins, magazines, motion pictures, music, daily paper, and web. Of all promoting weapons, marketing is prestigious for its enduring effect at the forefront of viewer's thoughts, as its presentation is substantially more extensive. Marketing is a subset of promotion blend which is one of the 4P's in the promoting blend i.e. product, price, place and promotion. As a special system, promoting fills in as a noteworthy instrument in making item mindfulness in the brain of a potential customer to take inevitable buy decision. Marketing, deals promotion and advertising are mass-specialized apparatuses accessible to advertisers.

Marketing through all mediums impact gatherings of people, yet TV is one of the most grounded medium of promoting and because of its mass achieve; it can impact not just the person's attitude, behavior, way of life, introduction and over the long haul, even the way of life of the nation. The promotion of advertisement goes once again into the old circumstances. Social orders utilized images, and pictorial signs to draw in their item users.

Customary pecking order of-impacts models of marketing state that promoting introduction prompts discernments, for example, memory about the ad, the brand; which thus prompts attitudes, i.e. Item loving and state of mind toward buy; which at last prompts practices, such as purchasing the publicized item. As the market is surplus with a few items or administrations, such a large number of organizations make comparable useful claim; thus, it has turned out to be to aitem degree troublesome for organizations to separate their items or administrations in light of useful properties alone.

Customers are not just at first confused as a top priority, yet they likewise attempt to classify the brand relationship with their current memory, when a huge number of items are looked by them, and they may reposition recollections to diagram a brand picture and discernment/idea toward new items. They can sort most recent message into specific brand or item aggregate brand and store them likewise. This method isn't just related to customer's recognition and message, yet additionally connection and preference of brand.

GLOBAL CONSUMER MARKET

Worldwide communications are expected to make a worldwide, homogeneous customer culture. Perspectives on this homogenization procedure, in any case, are more grounded in the U.S. than in different parts of the world (Alden et al., 1999), who examined the portrayal of worldwide customer culture in

promoting, see worldwide buyer culture as shared systems of utilization related images (item classes, brands, and utilization exercises) that are important to segment individuals.

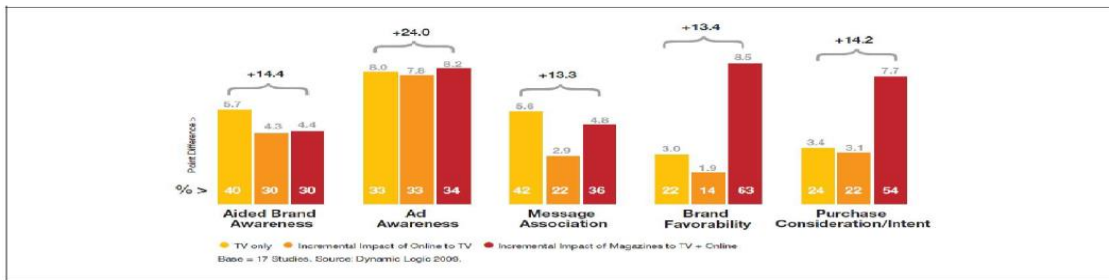


Figure 1: Status of advertisement

Broad communications programming, streaming fundamentally from the U.S., has assumed a noteworthy part in the creation, learning, and sharing of such utilization images. Accordingly, the images of worldwide customer culture are fundamentally American images that in the U.S. are seen as nearby. In the example of commercials that was broke down, just 5.5% were seen as including worldwide culture images contrasted and 25.6% in alternate nations.

The spread of worldwide images, be that as it may, does not really incorporate homogeneity of individuals' propensities or qualities (Featherstone, 1991). By and by, despite the overall reach of TV and the Internet, in numerous aspects of individuals' lives, in utilization or diversion propensities, be it music or games, the general population of various countries keep on having distinctive propensities, choices, and loyalties. Rather than causing homogenization, globalization is the explanation behind the restoration of nearby social characters in various parts of the world (Giddens, 2000).

Indian consumer market

As especially discussing Indian Market ads additionally have immense effect as present market is centered around ads to build their profitability. As the Second Largest populated nation on the planet, India assumes a colossal part in worldwide sparing business sector. Numerous organizations have acknowledged through broad research on Indian economy that Indian buyers are immensely impacted by various techniques for advertisements. Indian customers for the most part use to buy the home durables like Television, Refrigerator, Air conditioners, and so on., because of just promotions.

Customer attitude and behavior immensely affected by advertisements, as illustration Life Item (LG) and Samsung are the brands that are most prominent in Indian market because of the commercials, then again Onida the old brand which use to give colossal deals in mid-1990's needed in deals because of less promotions, according to their assembling of items with wide range and less on cost, yet at the same time not are choice for buyers. This mirror the behavior change and attitude development of customer as Onida is as yet giving extensive variety of items yet customers just use to go for other new brands because of their better advertisement systems including Sports and Bollywood big names who go about as icons in brains of Indian individuals.

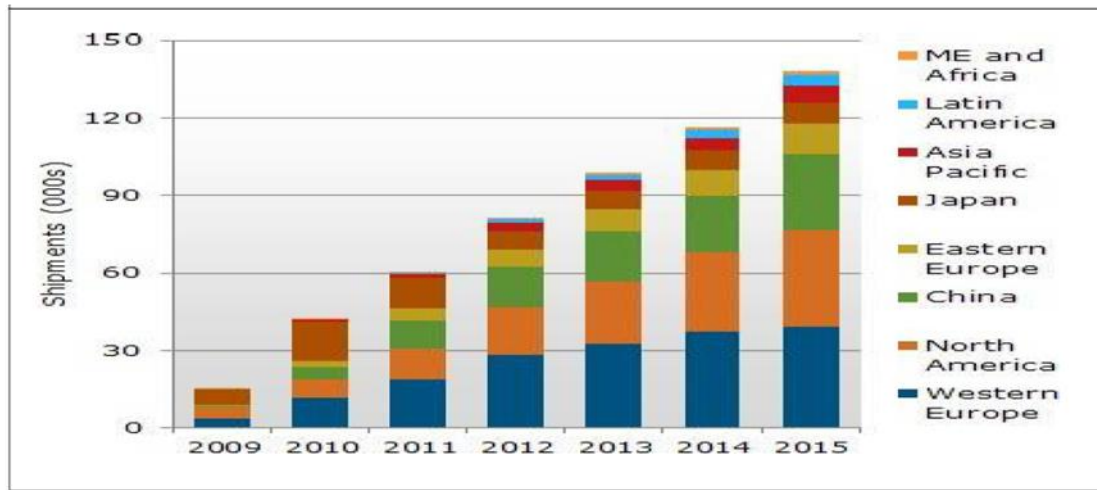


Figure 2: Country wise specification.

Online advertising

In the most recent decades, one of the basic issues of Companies is the learning of how the customer will react to different things that will be utilized for accomplishing their definitive objective. The analysis of buyer’s behavior turned into a worry for advertisers, as they may figure out how customers pick their products and ventures required to address numerous issues, which are the elements that are impacting their decision.

For this reason Companies now pulls in towards web based promoting in light of the fact that internet marketing has developed quickly in the most recent decade. The quantities of people groups turns out to be high step by step in interfacing and investing more energy on the web. Extra gadgets, (for example, cell phones and TVs) can give assistive web network. The fast innovation improvement and the ascent of new media and correspondence channels immensely changed the promotion business scene.



Figure3: Online Advertising

Emotional responses

Customer purchasing behavior is a mentality of a supporter to procure anything (item, benefit, thought) at a spot. (ADELAAR, et al. 2003). Attitude is positive as procured behavioral personality in people. As indicated by customary hypothesis of customer state of mind, when buyers buy their most loved items their behavior is formed by mentality which was previously created in customer minds. The primary hypothesis in marketing and marketing is the promotion of buyer attitude towards any advertisement.

Environmental responses

There is feedback on slight comprehension of natural factors that effects buying behavior however a few researchers depicted the effect of ecological factors on behavior. Research on advertising proposed that condition make certain sort of experience, which is utilized to create a feeling that advance or offer the item or administration. Sensory stimuli and message rate are significant determinants of natural reactions. Different ecological conditions like ambient melodies and climate of stores pulled in the customers to invest more energy and buy any item. (ADELAAR et al. 2003).

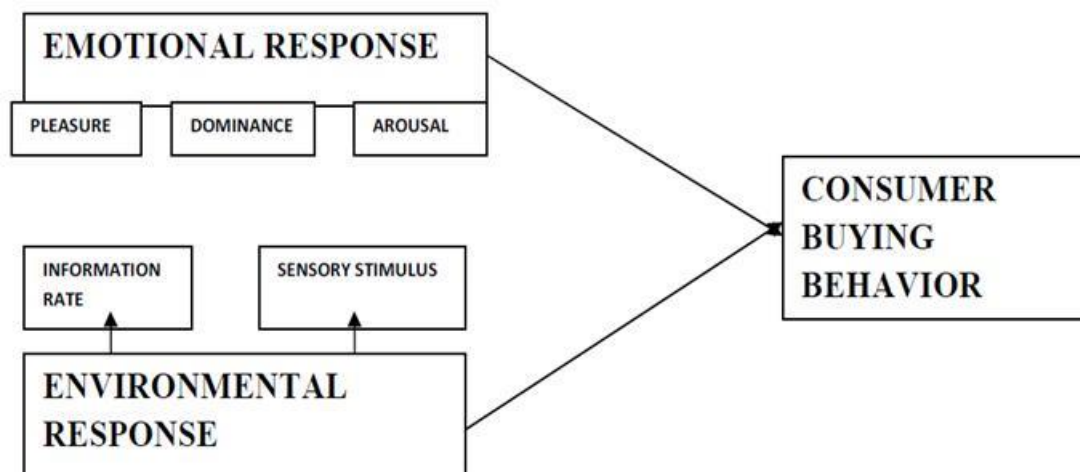


Figure 4: Consumer buying behavior

Emotional Response Vs Consumer Buying Behavior

An imperative part of effective advertisement is emotional response that is the capacity to remember the brand displayed in ad and purchase the brand. The ability of positive attitude is stronger than negative attitude towards any product (Lafferty and Goldsmith 2002). The actual sense of consumer buying behavior is to buy a particular manufactured items or services. (ADELAAR, et al. 2003). The aim of consumer buying behavior is to determine how clients behave in certain manner but in diverse situations. (Ayanwale., Alimi and Ayanbimipe 2005). Adelaar, *et al* (2003) study suggested that there are three independent factors affecting on emotional responses as,

- 1) **Pleasure:** it is a condition of emotions that is portrayed as the extent to which an individual feels pleasurable, satisfied or happy, sad and item in particular circumstances.

- 2) **Dominance:** it is stated as the degree to which a person feels a control or free to take action in a specific situation.
- 3) **Arousal:** it is a condition of feelings change from attentiveness, stimulation, enthusiasm and activeness to feelings of tiredness, boredom and sleepy. These factors become visible when consumer watches an advertisement about the brand and build up likeness for the brand then acquire it. (Lafferty and Goldsmith 2002).

Environmental Response Vs Consumer Buying Behavior

According to research of marketing environmental factors generate an effect on purchasing activities of customers. There are other factors affecting on impulse buying as materialism, ownership, craving moments, self exploration and after purchase decisions. (Greenely and Foxall 1997) Sensory inflection and rate of information comprises environmental reaction and information rate is to obtain information through advertisements. (ADELAAR et. al. 2003).

Sensory stimuli; can hinder the mechanism of self control which can obstruct the aptitude of consumers to oppose the persuasion to employ in desire moment. Sensory inflection included sight, touch and noise that influence on decision making

Information rate can influence customer to obtain information from advertisement. Therefore to text lyrics, music, picture, and videos, which are firmly related with each other and are revealed in advertisement? (ADELAAR, et al. 2003). (5)

Literature review

Promotion is an endeavor at inventiveness which impacts the buyer's intention to purchase a specific item and change or make the view of the item in the psyche of the customers. Promotion claim go about as a provider to stimulate the mental intention of the customer for purchasing. Ad includes objective and passionate interests. In normal interests the item can be underscored primarily on its advantages and the issues which it can fathom while then again passionate interest meet the customer's mental, enthusiastic and social necessities (GUNJAN BAHETI, 2012).

Rafique et al, 2012 contended that promotion is an approach to speak with the crowd. They trusted that, culture highly influence the purchasing practices of the general population on the grounds that each individual has diverse needs and patterns as per their ways of life. Along these lines on the off chance that we say that promotion resembles an enchantment than it won't be false in light of the fact that ad really changes the necessities and needs of the general population and in some cases it makes the need among the general population (Yasir Rafique, 2012). Individuals are very influenced by the promotions and companies are attempting to focus on the majority of the general population. Companies are utilizing over the line and beneath the line systems of the commercial which fit best with their items. Researchers have discovered that media promotion are most mainstream

advertisements and individuals like TV promotions, so it is an appropriate medium to publicize items like beautifiers and FMCG.

An exploration led in India found that young people are very pulled in towards the TV advertisement. Alongside those teenager young ladies likewise impacted by the TV ads and they tend to purchase the items which they found in plugs. So it gives us thought that broad communications has the immense effect on the advertisements. Companies are moving towards the imaginative substance which draws in the adolescent young ladies and additionally young men to purchase the items (Nidhi Kotwal, 2008).

With the modern period there has been seen an amazing blast in innovation, with this innovation sponsors now considering the quantity of broad communications channels and methods for interchanging which give them the simple and quick access to the customers. Opposite side of this innovation progression is that clients are presently having a lot of message and they can get the thing which best suits to them. So it turns out to be extremely troublesome for the sponsor to fabricate the brand mindfulness and make the brain of the clients to settle on definite buy choice, as clients are increasing more control over the items and message (Raju, 2013).

As specified before, customer purchasing design is specifically advanced from the buyer's behavior and its attitude. Numerous things join to develop the behavior of any person. The main thing which impacts the buyer's behavior and shapes it is his way of life. Culture builds the solid impression of the items in the brain of the clients (hye-Shin Kim, 2008). As per Rai, 2013, there are a few national and worldwide brands which individuals perceived and have solid observation in their brains.

These discernments are squeezed in their mind on account of their way of life, ways of life and environment. Additionally advertisements have vital part in molding the buyer behavior. Promotions are the wellspring of inspiration which compels them to purchase a specific item. Ads are likewise a wellspring of building trust. Buyer is incited altogether on the off chance that he is searching at the quality and costs of the items. Buy mentality can likewise be develop by item assessment and brand acknowledgment (Rai, 2013).

Buyers in everywhere throughout the world are pulled in towards the brand and items which are sincerely connected with their practices. Works found that passionate connections put a colossal impact on the clients and their purchasing behavior as individuals tend to connect themselves with the brand.

Ads shape the practices of the general population through cognizance. Discernment is the impression of a man towards the message conveyed through advertisements. These discernments are seen by the person through his detects, observation, consideration, memory, thinking, dialect,

and so on most ideal method for pulling in the clients is to comprehend the mental subjective parts of the buyers (Sandra Jakštienė, 2008).

Role of advertisement is to convey message to the far separations. It is likewise use to focus on the diffuse mass gathering of people. The role of marketing on deals volume is imperative. It is turned out to be exceptionally fundamental instrument in upgrading the offers of brand. Ad is straightforwardly connected with the offers of the items (Abiodun, 2011).

Through advertisements client behavior is formed and they spur to purchase such items. Specialists found that reiteration in the commercial hit the psyche of the clients which additionally help them to recall that item and buy over and over (Pope, 2009).

Promoting is the best approach to seek after customer's choice; thusly it's critical for specialists and researchers(Clark et. al. 2009). It is a procedure by which items, administrations, practices, message and thoughts are being advanced, causing by different sponsors to upgrade company of clients by means of Text, talked and visual message deciphered on media. Sales promotion, open undertakings and marketing are mass specialized devices available to advertisers. The advantage of mass correspondence is to reduce the cost of marketing for per individual since message is contacting an excessive number of individuals in the meantime and exchange off the upside of individual's offering. (Etzel, Walker and Stanton 1997).

As indicated by definitions of ad it is a social, marketing, financial process and in addition correspondence, message or process and influence technique. Sponsor's significant concern is to draw in potential customers and support their purchasing behavior and improve mindfulness. They spend surplus cash to support person's fixation in their items. Their primary objective is to gather adequate information about clients for amassing profiles to discover same gathering individuals for correspondence. In this way, these profiles are useful for the analysis of buyer's behavior, Physical, mental and enthusiastic attitude towards various items used to delight their needs and needs. (Arens 1996).

In advertisements products, administrations, thoughts and company's are advanced through TV which is the primary source to achieve wide assortment of customers. Promoting from all mediums assume primary part to impact individuals however in our general public TV is the primary source to watch ads that induce life cycle as well as states of mind, practices and even culture of the nation. (Abideen1, farooq and latif 2011).

The principle motivation behind buyer's behavioranalysis is to decide how clients act towards specific conditions. Its motivation is to break down various variables influencing on customers behavior as far as social, financial and mental point of view that decide the elements of advertising blend chosen by administration. In the promoting movement, buyer's behavior is a basic variable

that won't simply clarify the unmistakable attributes of item or administration yet additionally make a picture as for mental and social piece of individual behavior.

Buyer's behavior examination is utilized to break down different dispatch techniques and in addition for the promotion of made items.(Proctor and Stone. 1982) There are few examinations delineated the effect of ads on behavior of customers. Bolatito (2012) examined that how ad adequacy assumes part in brand determination and how customers offer preference to a specific brand in media transmission industry. Study utilized diverse firms of Nigeria. Researcher utilized quality, accessibility, promoting and cost variables affecting on brand preference.

A few analysts directed research on the theme of buying on the web smaller circle (CD's) and how individuals affected by online web organizations to buy CD's. consider portrays that media site WWW pages are utilized to show three systems as verses content, stable pictures utilized for music and video music itself. Drive and passionate purchasing practices of clients for disks of music was dissected which are influenced by various media groups. Discoveries uncovered that showed verses content had more impact on drive purchasing attitude than others. so different organizations of media made passionate reactions and roused customers to make web based acquiring. (ADELAAR et. al. 2003).

Studies are additionally led on Bournvita sustenance drinks. the goal of the examination was that how consumers made their purchases in the wake of watching ads and to what degree their aims are impacted by ads. Results uncovered that for the most part individuals demonstrate resemblance towards Bournvita because of its advertisements and purchase its beverages. (Ayanwale, Alimi and Ayanbimipe 2005). Several creator's investigated the behavior of buyers in telecom segment that is changed by viable advertising. Environmental and emotional responses can adjust client's bought intentions subsequent to watching promotions. Results broke down that buyers are affected by both of their factors yet for the most part settle on their choices with respect to their enthusiastic sentiments. (Abideen and saleem.

RESEARCH DESIGN

The analysis depends on both primary information and secondary information. The primary information was gathered through organized poll for which tests of 200 respondents were chosen for this examination. The gathered examples utilizing helpful inspecting strategy was approved and took it for advance analysis. Secondary information is additionally been gathered from messagebase locales and articles. The gathered information were examined with the appropriate instruments like Chi – Square apparatuses with the accompanying suspicions were made on the beginning of the task

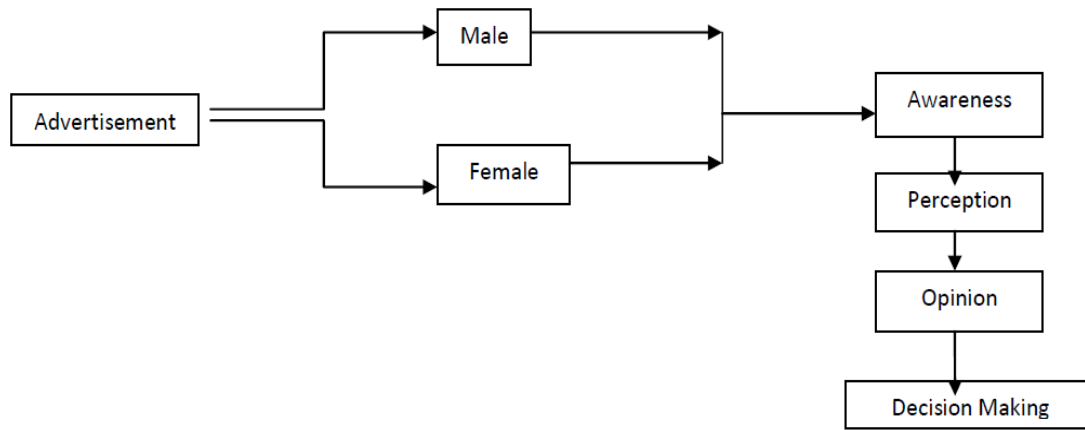


Figure 5: Research Model.

The examination configuration clearly looks at the connection between the ads in the middle of male and female and the impact of those ads on their buying decision. The ads specifically have impact on the customer; they conjure the delight of purchasing the item regardless of the cost.

The most primary assignment is advancing any new item is to make mindfulness – observation – that the item exists. The second primary assignment is to give enough message – learning – about the item for the planned client to settle on an educated choice. At long last, the advertiser needs to be sufficiently enticing to invigorate the client's want – inspiration – to fulfill his or her needs or needs by acquiring and repurchasing the item.

Objectives:

- To know impact of ads on Consumer Attitude
- To know impact of ads on consumer Purchase Intention
- To know about the most effective medium for advertising.

Research approach Customer Survey and questionnaires method

Study strategy is utilized for gathering information from buyers of different products at retail outlets. We asked for all respondents to fill in the poll, without anyone else's input subsequent to clarifying the different perspectives specified in it. It contained both open and closed finished inquiries in an organized configuration straightforward on the principal look.

Data analysis

Statistics

		Age	Gender	Occupation
N	Valid	187	187	187
	Missing	0	0	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	121	64.7	64.7	64.7
	25-35	27	14.4	14.4	79.1
	36-45	14	7.5	7.5	86.6
	46-55	14	7.5	7.5	94.1
	55+	11	5.9	5.9	100.0
	Total	187	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	157	84.0	84.0	84.0
	Female	30	16.0	16.0	100.0
	Total	187	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	106	56.7	56.7	56.7
	Service	26	13.9	13.9	70.6
	Self-Employed	25	13.4	13.4	84.0
	Retired	15	8.0	8.0	92.0
	Home Maker	15	8.0	8.0	100.0
	Total	187	100.0	100.0	

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Q1	187	100.0%	0	0.0%	187	100.0%

Age * Q1 Crosstabulation

			Q1					Total	
			Never	Everyday	2-3 times per week	Once in two weeks	Once in a month		Once in 6 months
Age 18-24	Count		46	14	11	21	10	19	121
	% within Age		38.0%	11.6%	9.1%	17.4%	8.3%	15.7%	100.0%
	% within Q1		65.7%	70.0%	64.7%	63.6%	55.6%	65.5%	64.7%
	% of Total		24.6%	7.5%	5.9%	11.2%	5.3%	10.2%	64.7%
25-35	Count		10	2	3	7	3	2	27
	% within Age		37.0%	7.4%	11.1%	25.9%	11.1%	7.4%	100.0%
	% within Q1		14.3%	10.0%	17.6%	21.2%	16.7%	6.9%	14.4%
	% of Total		5.3%	1.1%	1.6%	3.7%	1.6%	1.1%	14.4%
36-45	Count		7	0	1	2	2	2	14
	% within Age		50.0%	0.0%	7.1%	14.3%	14.3%	14.3%	100.0%
	% within Q1		10.0%	0.0%	5.9%	6.1%	11.1%	6.9%	7.5%
	% of Total		3.7%	0.0%	0.5%	1.1%	1.1%	1.1%	7.5%
46-55	Count		4	3	2	1	2	2	14
	% within Age		28.6%	21.4%	14.3%	7.1%	14.3%	14.3%	100.0%
	% within Q1		5.7%	15.0%	11.8%	3.0%	11.1%	6.9%	7.5%
	% of Total		2.1%	1.6%	1.1%	0.5%	1.1%	1.1%	7.5%
55+	Count		3	1	0	2	1	4	11
	% within Age		27.3%	9.1%	0.0%	18.2%	9.1%	36.4%	100.0%
	% within Q1		4.3%	5.0%	0.0%	6.1%	5.6%	13.8%	5.9%
	% of Total		1.6%	0.5%	0.0%	1.1%	0.5%	2.1%	5.9%
Total	Count		70	20	17	33	18	29	187
	% within Age		37.4%	10.7%	9.1%	17.6%	9.6%	15.5%	100.0%
	% within Q1		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		37.4%	10.7%	9.1%	17.6%	9.6%	15.5%	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Q2	187	100.0%	0	0.0%	187	100.0%

Age * Q2 Crosstabulation

			Q2		Total
			Yes	No	
Age 18-24	Count		99	22	121
	% within Age		81.8%	18.2%	100.0%
	% within Q2		66.4%	57.9%	64.7%
	% of Total		52.9%	11.8%	64.7%
25-35	Count		21	6	27
	% within Age		77.8%	22.2%	100.0%
	% within Q2		14.1%	15.8%	14.4%
	% of Total		11.2%	3.2%	14.4%
36-45	Count		9	5	14
	% within Age		64.3%	35.7%	100.0%
	% within Q2		6.0%	13.2%	7.5%
	% of Total		4.8%	2.7%	7.5%
46-55	Count		11	3	14
	% within Age		78.6%	21.4%	100.0%
	% within Q2		7.4%	7.9%	7.5%
	% of Total		5.9%	1.6%	7.5%
55+	Count		9	2	11

	% within Age	81.8%	18.2%	100.0%
	% within Q2	6.0%	5.3%	5.9%
	% of Total	4.8%	1.1%	5.9%
Total	Count	149	38	187
	% within Age	79.7%	20.3%	100.0%
	% within Q2	100.0%	100.0%	100.0%
	% of Total	79.7%	20.3%	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Q3	187	100.0%	0	0.0%	187	100.0%

Age * Q3 Crosstabulation

			Q3					Total
			Friends	Parents	Ads	Self	Newspaper	
Age	18-24	Count	55	19	32	8	7	121
		% within Age	45.5%	15.7%	26.4%	6.6%	5.8%	100.0%
		% within Q3	98.2%	90.5%	43.8%	33.3%	53.8%	64.7%
		% of Total	29.4%	10.2%	17.1%	4.3%	3.7%	64.7%
25-35	Count	Count	0	2	18	5	2	27
		% within Age	0.0%	7.4%	66.7%	18.5%	7.4%	100.0%
		% within Q3	0.0%	9.5%	24.7%	20.8%	15.4%	14.4%
		% of Total	0.0%	1.1%	9.6%	2.7%	1.1%	14.4%
36-45	Count	Count	1	0	6	5	2	14
		% within Age	7.1%	0.0%	42.9%	35.7%	14.3%	100.0%
		% within Q3	1.8%	0.0%	8.2%	20.8%	15.4%	7.5%
		% of Total	0.5%	0.0%	3.2%	2.7%	1.1%	7.5%
46-55	Count	Count	0	0	6	6	2	14
		% within Age	0.0%	0.0%	42.9%	42.9%	14.3%	100.0%
		% within Q3	0.0%	0.0%	8.2%	25.0%	15.4%	7.5%
		% of Total	0.0%	0.0%	3.2%	3.2%	1.1%	7.5%
55+	Count	Count	0	0	11	0	0	11
		% within Age	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		% within Q3	0.0%	0.0%	15.1%	0.0%	0.0%	5.9%
		% of Total	0.0%	0.0%	5.9%	0.0%	0.0%	5.9%
Total	Count	Count	56	21	73	24	13	187
		% within Age	29.9%	11.2%	39.0%	12.8%	7.0%	100.0%

% within Q3	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
% of Total	29.9%	11.2%	39.0%	12.8%	7.0%	100.0%

With respect to Q1 the total percentage (i.e., out of the 187, 70 purchase never i.e. 37.4%,20 purchase everyday i.e. 10.7 %,17 purchase 2-3 times per week i.e. 9.1%,33 purchase once in two weeks i.e. 17.6%, 18 purchase once in a month i.e. 9.6% and 29 purchase once in 6 months. i.e. 15.5%).

The total percentage with respect to Q2 (i.e., out of the 187, for 149ads is better option than other version of promotion i.e. 79.7%, for rest 38 ads is not better option than other ways i.e. 20.3%).

This is the total percentage with respect to Q3 (i.e., out of the 205, for 56 beer humorads is most appropriate i.e. 27.3%, for 21 soft drinks humor ads is most appropriate i.e. 37.1%, for 76 daily house hold humor ads is most appropriate i.e. 37.1%, for 15 clothing humor ads is most appropriate i.e. 15.1%, for 15 consumer durables humorads is most appropriate i.e. 7.3%, for 3 life insurance humor ads is most appropriate i.e. 1.5% and for 3 sports car humor ads is most appropriate i.e. 1.5%).

H1 Advertisement has a positive impact on consumer attitude.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Q5 Between Groups	261.468	4	65.367	233.012	.000
Within Groups	51.056	182	.281		
Total	312.524	186			
Q6 Between Groups	274.916	4	68.729	278.574	.000
Within Groups	44.902	182	.247		
Total	319.818	186			
Q7 Between Groups	268.809	4	67.202	246.016	.000
Within Groups	49.715	182	.273		
Total	318.524	186			
Q8 Between Groups	269.803	4	67.451	255.670	.000
Within Groups	48.015	182	.264		
Total	317.818	186			

The above table gives the significance of mean square and F value a. Thus, Now by testing hypothesis for regression coefficient of p-values is .000 in all the cases. Therefore, the above hypothesis is relevant and accepted which means advertisement has positive impact on consumer attitude.

- H2 Advertisement has a positive impact on consumer Purchase Intention

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Q9a	Between Groups	270.845	4	67.711	301.790	.000
	Within Groups	40.834	182	.224		
	Total	311.679	186			
Q9b	Between Groups	72.940	4	18.235	71.895	.000
	Within Groups	46.161	182	.254		
	Total	119.102	186			
Q9c	Between Groups	72.940	4	18.235	71.895	.000
	Within Groups	46.161	182	.254		
	Total	119.102	186			
Q9d	Between Groups	72.940	4	18.235	71.895	.000
	Within Groups	46.161	182	.254		
	Total	119.102	186			
Q9e	Between Groups	65.666	4	16.417	57.337	.000
	Within Groups	52.109	182	.286		
	Total	117.775	186			
Q9f	Between Groups	66.302	4	16.576	56.768	.000
	Within Groups	53.142	182	.292		
	Total	119.444	186			

The mean square and F value and their significance is given in the above table. Now by testing hypothesis the p-values for regression coefficient is .000 in all the cases. Therefore, the hypothesis is relevant and accepted which means advertisement has a positive impact on consumer and purchase intention.

Correlations

Control Variables			Q11	Q12	Q13	Q14	Q15
Q10	Q11	Correlation	1.000	.024	.013	-.030	-.032
		Significance (2-tailed)	.	.747	.857	.685	.665
		df	0	184	184	184	184
Q12	Q12	Correlation	.024	1.000	.938	.755	.847
		Significance (2-tailed)	.747	.	.000	.000	.000
		df	184	0	184	184	184
Q13	Q13	Correlation	.013	.938	1.000	.773	.853
		Significance (2-tailed)	.857	.000	.	.000	.000
		df	184	184	0	184	184
Q14	Q14	Correlation	.030	.755	.773	1.000	.683
		Significance (2-tailed)	.685	.000	.000	.	.000
		df	184	184	184	0	184
Q15	Q15	Correlation	.032	.847	.853	.683	1.000
		Significance (2-tailed)	.665	.000	.000	.000	.
		df	184	184	184	184	0

In the above graph we can see that the most preferred medium for viewing advertisements is tv after tv people like to view ads on web.

As we can see from the above table the correlation strength between the independent variable and dependent variable is positive in all the cases so this shows that there is a strong co relation between the independent and dependent variables.

Conclusion and Suggestions

Customers are known to be objective with respect to their buys, needing to amplify their satisfaction with regards to customer products. A buyer will consequently not buy a product whose cost is over the extra satisfaction that he gets from the item. The amount of a item requested, relies upon the satisfaction the customer picks up from spending additional cash on the item.

Sound customers will spend on a item till their additions parallel the cost they pay for the item. From the above findings we can say that the majority of the peoples prefer tv and web ads as the most preferable medium for advertisement also majority of the people like advertisements in the daily household products, consumer durables and beer and it is a better option than serious version of ads.

Television ads and web ads are the not only the most preferred and reliable medium, but it also arises curiosity in customer mind to buy the product. Television ads are the most suitable medium for promotion.

The respondents also agreed that web based promoting in light of the fact that internet marketing has developed quickly in the most recent decade. The quantities of people groups turn out to be high step by step in interfacing and investing more energy on the web.

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